

**NEVADA COUNCIL FOR THE PREVENTION OF DOMESTIC VIOLENCE
PUBLIC INFORMATION COMMITTEE**

MEETING MINUTES

Monday, August 25, at 11:00 a.m.

Via Teleconference with Public Access Located at:

Office of the Attorney General
5420 Kietzke Lane, Suite 202, Reno, Nevada 89511

Call-In Number: 1-888-557-8511

Access Code: 4188407

Committee Members Present

Committee Members Present Via Teleconference

Maricar Andrade
Nanci Glogauer
Suzanne Ramos
Denise Yoxsimer

Committee Members Absent

Elynn Greene
Leisa Mosely
Dr. Camille Naaktgeboren

Attorney General's Office Staff Present

Colleen Platt, Deputy Attorney General, Legal Counsel to NCPDV (via phone)
Kareen Prentice, Domestic Violence Ombudsman
Anjanette Bitsie, NCPDV Administrative Assistant (AGO-Reno)
Beatriz Aguirre, Assistant Public Information Officer (via phone)

Public Present

No Public Present

1. Call to order and roll call of members.

Maricar Andrade called the meeting to order at 11:03 a.m. Anjanette Bitsie conducted roll and established quorum.

2. Public comment.

There was no public comment.

3. Approval of minutes from the July 14, 2014 meeting. (For possible action.)
Maricar opened this item. She wanted to make the change on number 4 the second to the last paragraph. Suzanne Ramos makes a motion that the Public Information Committee will ask for up to \$5,000 of the \$10, 000 available from the Michael Bolton Foundations Funds, **to be utilized for a print campaign with one focus of targeting the colleges around the state.** To read; **to be utilized for a print campaign with the colleges as some of the targets around the state.** Maricar made a motion to approve the minutes with the noted changes. Nanci Glogauer seconded the motion. The minutes were approved unanimously.

Under section 7 Maricar wanted to amend the minutes for section 5. Nanci stated that she wanted to ask approval from the council first to have it in the magazine and then if it will be an article or interview from the Attorney General. Maricar thinks it's wrong the way it was written. Colleen Platt stated they will have to rescind the motion and reopen up item number 3. Maricar makes the motion to rescind the motion to approve the min. Denise seconds the motion again. A vote was taken and the motion carries.

Colleen asked Anjanette (Angie) if she has listened to the min. Angie stated yes. Colleen asked if there were concerns here. Nanci Glogauer was under the impression that they needed approval from the council to put an article in I ♥ Reno Magazine. The second part if it was approved would it be an article or an interview. Kareen stated they will not need approval; it would be up to the Attorney General if she would like to do so or not. Kareen agrees. Nanci Glogauer stated so maybe they would not have to amend the minutes. Nanci read off of the old minutes "Nanci Glogauer has approached I ♥Reno Magazine. They will do an article on the Council for free. Approval is needed to bring in front of the council." She asked if it was brought forward to the council. Kareen stated no, because they did not have the Public Information Committee request. Kareen offered to work with Beatriz and Nanci on this. Colleen stated there is nothing they can do unless it is bringing it forward on another agenda. Maricar makes a motion to approve the minutes with the noted changes prior. Nanci seconds the motion. A vote was taken and the motion was carried.

4. Review and discussion regarding the Council's decision of the Proposal to utilize up to \$5,000 of the Michael Bolton Foundation Grant to fund a Nevada Print Campaign. (For possible action)

Maricar stated the motion was not approved. Council members had questions. Suzanne Ramos wanted to see the print campaign. Maricar stated that, prior to the Council's Rural Meeting, she did submit a Public Information Committee Report, Sample Ad, and Supplement Report via email. The Public Information Committee has now received the sample ad for review. Nanci liked it. Kareen stated that, unfortunately, she did not see the

sample ad email prior to August 5th; it was inadvertently left out of the packet for the Council's Rural meeting. Had it been included in the packet, many of the Council's questions would've been answered by the sample ad. Therefore, without seeing the sample ad and Committee Report, the request for funds was not approved. Maricar stated that now that everyone in this committee has seen the ad, the committee can move to approve the ad. Nanci Glogauer asked if it was the basic signs they have used in the past and is there anything missing on it. Maricar got the information from the No More Campaign of nomore.org. To work on the content of the ad, she used the recommendation from the State Fatality Review Team, which said, "Work with the Nevada Council for the Prevention of Domestic Violence's Public Information Committee to implement a broad public education campaign to recognize that even seemingly minor incidents in a relationship can be red flags that often escalate to more severe violence, power and control issues in a relationship." A lot of people see only the physical portion of abuse but do not see the power and control issues related to abuse. Nanci Glogauer likes the fact the ad is a one pager. Denise likes it as well. It highlights the issues. She wants to put a blurb about the logo and the AG's office where it can tie it together. Suzanne asked if they should add the link at the bottom. The group agrees. Suzanne also stated that another concern was the costs of the ads. The council wants to see if the venues can donate space. Maricar stated they can look at some newspapers. They can look at non-profit rates. Perhaps they can look to see which newspapers can give free ad space. Maricar called for a motion to approve the ad with the noted changes. Nanci Glogauer makes a motion to approve the ad with the changes of adding NCPDV information at the bottom and a link to Attorney General's website. Denise seconds the motion. Maricar calls for a vote. The motion is carried unanimously.

5. Discuss ad format and content. Discuss details of moving forward for printing ad in newspapers and magazines, and other print media. (For possible action)

Maricar asked for ideas of venues that will print the ads for free, such as HOA's and other places. She asked if we should have an alternative ad so that if the ad is not approved, they can provide alternatives to the council. Nanci asked if there were newspapers for the LGTBQ community. Suzanne Ramos stated she could contact Ben Felix who has contacts up in the north. Nanci stated that Domestic Violence is a topic in the LGTBQ community. Beatriz stated they have Hue Vegas Magazine, and there are a couple of Blogs in Las Vegas. Maricar stated once the ad gets approved they can print to distribute, and they can ask for approval for that as well. Maricar makes a motion that once the print ad gets approved by the council, they can print it to distribute. Nanci Glogauer seconds the motion. A vote was taken, the motion is unanimous.

6. Review and discussion regarding the Confidential Address Program CAP Brochure. (For possible action)

Kareen stated she reached out to the Secretary of State's office. She asked if they should work on the brochure and leave the information off and send to the Secretary of State's office for approval. She can work with Beatrice and follow up at the next meeting. They will keep this item for the next meeting.

7. Schedule future meetings and agenda items. (For possible action.)

The next meeting is set for November 10, 2014 at 11am.

Agenda items:

Updating the websites

Article in I ♥ Reno Magazine, will add it to the agenda.

Include numbers 4, 5, and 6 from old agenda.

8. Public comment.

There is no public comment.

9. Adjournment. (For possible action.)

Meeting is adjourned at 11:30 am